

MATWATCH

16 Robin Hood Lane Jackson TN 38305

Hotline - 901-664-9246



VOL. 4, NO. 19

MAY 13-19

THIS WEEK'S HEADLINES

GLOBE ARTICLE SETS FUROR OVER WARRIOR

BOCA RATON FL---A two-page story in the supermarket tabloid newspaper GLOBE May 14 issue links The Ultimate Warrior (Jim Hellwig) to gay circles and hardcore porn movies.

The feature, "I Caught Ultimate Warrior Having Kinky Sex with My Hunky Husband," quotes an alleged widow of an AIDS victim as having discovered Hellwig and her late husband having a sexual relationship.

A companion story, written by Paul Francis, alleges Hellwig's past participation in porno movies. The stories have drawn wide reaction from wrestling newsletter subscribers and journalists but no comment has come from Titan Sports. An analysis is offered on page 2.

TURNER DISCUSSES RING IN ELECTRONIC MEDIA

ATLANTA---Turner Broadcasting System chairman Ted Turner says TBS is having "encouraging success" with wrestling as a pay-per-view program form.

In the May 6 issue of ELECTRONIC MEDIA, Turner hedged on whether TBS will expand its pay-per-view options beyond wrestling and occasional movies. "You have to have something major like a fight or a wrestling match or a new movie---at least those are the only things that have worked," said Turner.

Turner did not discuss the overall financial state of World Championship Wrestling but said the company has not "gotten into the fight (boxing) game (for PPV) and we have no intention of doing so."

EBERSOL DEFENDS VINCE IN EMMY ARTICLE

LOS ANGELES---NBC Sports president Dick Ebersol defends and says he's "nothing but proud of" his decision to bring pro wrestling to network television in 1985.

(Continued on Page 2)

After Six Years

"SNME:" ON THE BRINK OF CANCELLATION???

If key television media sources are correct, Titan Sports' SATURDAY NIGHT'S MAIN EVENT is "teetering on the brink" of cancellation by NBC.

A writer for a key national television magazine, who has asked to remain anonymous, tipped MATWATCH in early May that the end of six-year run for network TV's only wrestling series may be announced as early as the end of this week when NBC's fall lineup and specials are announced. We're told late negotiations are continuing to save at least one or two late-night editions.



SNME has been troubled since ratings began a gradual slide in the spring of 1990 and during the current season, NBC has only aired two Saturday specials and two prime time hour-long editions.

The program, which posted a high of 11.6 five years ago on the weekend slot, has dipped as low as 7.3, which is about one point lower than the average edition of SATURDAY NIGHT

LIVE. In its first four years, SNME was always a sure-fire bet to supersede the audiences for SNL.

But the numbers for the November and February Friday night evening specials collapsed. The two specials averaged a 7.3 rating, a full point below the average special or series airing in the Friday night time periods THE MAIN EVENT supplanted. The February edition, which featured a heavy focus on Hulk Hogan but suffering in the midst of Vince McMahon's controversial Persian Gulf angle with Sgt. Slaughter, fell to a 6.8 and 11 per cent share of audience. A less-expensive pro figure skating special the week before outpointed TME.

As detailed in MATWATCH three weeks ago, the most recent SNME (NBC has aired only two in the current season instead of the monthly editions in its inception) was the first in which network executives ordered McMahon to rework the card. An Ultimate Warrior-Slaughter match was added after NBC programmers judged the original show too weak.

In addition, NBC Entertainment chairman Brandon Tartikoff, who initially championed bringing pro wrestling back to network television after a 30-year absence, announced two weeks ago his departure to become Paramount Pictures chairman July 1. Tartikoff, along with NBC Sports president Dick Ebersol (the co-creator of SNME with McMahon), are the two biggest allies McMahon has at the network but Ebersol's concentration as NBC Sports president is almost exclusively on the 1992 Summer Olympics, the NBA playoffs and NBC's recent acquisition of Notre Dame football.

A third factor for NBC is cost. Whereas SNME does not incur talent costs at the same level as SATURDAY NIGHT LIVE, production costs (and the license fee paid to McMahon for them) for an arena special are not cheap. All three networks are under heavy pressure to cut costs in the wake of a terrible first quarter in advertising (Persian Gulf pre-emptions cost NBC alone \$40 million in regular ad revenues), deficits from NFL coverage and, for the Peacock net, sharply declining ratings for its regular entertainment shows.

(Continued on Page 2)

MATWATCH

Page 2

Vol. 4, No. 19/May 13-19

STEVE BEVERLY

(Continued from Page 1)

If NBC does, in fact, pull the plug on SNME, the question has been raised as to what options McMahon has. We've considered them:

*****HBO:** Titan once ran a **WRESTLEMANIA** taped replay on Showtime and McMahon has reportedly had ongoing discussions with its counterpart, Home Box Office. But this option is only an advantage for the program fee. Pay-per-view shows cannot be built strongly with the smaller pay-cable universe as a base.

*****FOX:** Possible. The fledgling fourth network is always seeking unconventional programming. But wrestling is no longer unconventional and Fox execs are miffed over being left standing at the altar for a February **WWF** special which didn't materialize.

*****SYNDICATION:** Not likely. Most non-NBC stations are already committed to late-night syndicated programming which contains national advertising obligations. Pre-emptions for a special of any kind are costly. Plus, some of Vince's stations air weekly **WWF** shows Saturday late-night.

*****USA:** The likely and most prudent potential from here would be for McMahon to line up a series of quarterly specials for USA Cable in the Sunday night 7-9 time period where his pre-PPV shows are so successful.

Of course, NBC could issue an eleventh-hour renewal. But even if it does, the erosion of wrestling's overall popularity will likely result in further declining ratings. And to be honest, the departure of SNME is not all bad. After all, many of us have screamed there's too much wrestling on TV. Maybe this is a start toward our theory that "less is more."

THIS WEEK'S HEADLINES

(Continued from Page 1)

Ebersol told **EMMY** writer John Freeman: "What Vince McMahon has done brilliantly is to take physical performance and turn it into a modern comedic farce." Freeman labeled wrestling lower than TV "trash sports" on a "sleaze scale."

Pinfall Profile

GLOBE: I'VE READ ALL I INTEND TO OF IT

The phone rang last Thursday in the newsroom. "Have you seen the **GLOBE**?" asked the familiar voice. "Why?" "There's a two-page story on The Ultimate Warrior and it won't do much for the mothers of the little Warriors." The caller was a well-known wrestling editor and friend.

I had never read an issue of **GLOBE**. I'd barely eyed it at the checkout in the grocery store. Within the next 48 hours, calls came on my **MATWATCH** hotline from subscribers curious if I'd read the story and what I thought.

So, Saturday, I broke down and bought the stupid thing. And I felt guilty. All of 85 cents for two pages about Jim Hellwig's alleged sexual preferences. In fact, you find about 70 percent of **GLOBE** is sex-oriented.

Mind you, I come from a conservative upbringing in south Georgia and hold onto many of those views. I read that issue of **GLOBE** and I don't intend to read or buy it again, no matter who's in it.

A top wrestling personality called Friday night to suggest this may be the ultimate scandal Vince McMahon has tried to avoid. Maybe, maybe not. Vince has survived p.r. lies, steroids, a babyface and heel in the same car caught for drugs and two wrestlers beating up police in a restaurant. He'll survive this. He'll survive anything short of murder charge.

What about Hellwig? Will it have a perverse effect on his career? I'm told the syndicated series **HARD COPY** is considering a feature on the story. That could be more chilling. **HARD COPY** airs in many markets between 4 and 8 p.m. when many Warrior fans are home. One story in **GLOBE** probably will die on its own. But if the story becomes a cause celebre on TV, The Ultimate Warrior will find it tough continuing as a kid-hero/role model.

As for **GLOBE**, my initial caller said: "Either there's some truth to the story or Jim Hellwig can sue them for enough to own the **GLOBE**."

I remember the time Jim Herd likened wrestling newsletters to super-market tabloids. After seeing what was in **GLOBE** last week, I'm pretty proud of our standards.

SUPERBRAWL Preview

TOUGH NIGHT IN ST. PETE

Forecasting response to **WCW**'s **SUPERBRAWL** Sunday night is like trying to predict a child's behavior in church. The Turner people have done some good things, TV-wise, leading up to this show and other things remain a puzzle.

The best promotional innovation in nearly two years has been the **SUPERBRAWL** Control Center. The living graphic matte background for Gordon Solie has been a masterpiece and the matchups have been graphically illustrated in a fashion I've screamed for since 1988.

Whereas the early Dusty Rhodes creative regime has not brought spectacular matchups to weekly TV, more focused angles have been used to build issues and relationships. Attention has been paid to reinforcing conflicts with replays in a digestible fashion, as opposed to the annoying drive-it-down-your-throat philosophy of Ole Anderson.

But if you're like me, you hear no groundswell of interest or mainline talk about this show and that seems to be increasingly the case with **WCW**. Ric Flair and Tatum Fujinami may have a tremendous match but I don't know how many Americans know or understand who Fujinami is and with this being the topline bout, I feel the buildup has been far short of the mark in selling the feud. Butch Reed's recent absence has hurt the Simmons-Reed conflict.

El Gigante vs. Sid Vicious would not have burned down the house but it would have created some curiosity. But so much focus has had to go away from Sid with his decision to leave **WCW** and so many are skeptical of him even showing for the bout, it's lost a lot of steam the last three weeks. You think One-Man Gang will draw that kind of interest?

The Steiners vs. Sting/Luger could be compelling but the buildup came very late and too little. You can't sell that strictly with a well-mixed video. And, to be blunt, twelve matches is about three too many on a three-hour show. **PREDICTION:** 1 to 1.2% buy-rate. Profitable but nothing special.

MATWATCH

Page 3

Vol. 4, No. 19/May 13-19

TV TEMPO

May 6-12

(SOUTH ATLANTIC) - [From 5-STAR] Royal Family d. Wendell Cooley/Frankie Lancaster; [SAW] Maneater d. Tommy Landell; Curtis Thompson d. Robert Fuller by DQ; Chris Chavis d. Ivan Koloff by DQ. BOMB.

(UWF) - B. Brian Blair d. Rico Frederico; Malaya Hosaka d. Penelope Paradise; Bam Bam Bigelow d. Rusty Brooks; Blackhearts d. Dusty Wolfe/Big Bobby; (CAPT. LOU'S CORNER) Bigelow; Boris Zhukov d. Big V. QUADRUPLER BOMB.

(WWF/USA) - [PRIME TIME]: {GUEST} Sgt. Slaughter & Persian Gulf buddies put fan through obstacle course; (MONTAGE) Virgil-Ted DiBiase saga; (SNME) Bret Hart double countout vs. Ted DiBiase when Roddy Piper/Sherri show up; (UPDATE) Jake Roberts-Earthquake situation; Bushwhackers d. Brian Costello/Doug Wallen; (BATTLE ROYAL) Curt Hennig d. Greg Valentine at end; (GUESTS) Legion of Doom cooks up strange concoction ("slog"); Davey Boy Smith d. Haku; (ANGLE) Animal lifts & moves Heenan's car in parking lot to let "pregnant woman's" car by; (SEG) Heenan spills "slog" on Alfred Hayes' tuxedo shirt. Later, Bobby rifles through a sleeping Alfred's coat & finds condom & Ex-Lax. Heenan drops Ex-Lax in "slog"; Mountie d. Red Tyler; (SEG) Fan finally quits after obstacle course. Slaughter & co. begin beating him until chased by L.O.D./Virgil; Tugboat d. Black Demon; (WWF TAG TITLE) Rockers d. Nasty Boys by DQ when Jimmy Hart's helmet used. Nasties keep belts; (FINALE) L.O.D. makes Heenan drink "slog." Bobby acts as if he's about to puke & leaves stage holding fanny. RESTHOLD-PLUS.

(WWF/SYN) - [CHALLENGE]: Legion of Doom d. Orient Express; Col. Mustafa d. Red Tyler; Virgil d. Dale Wolfe; I.R. Shyster d. Fred Robbins; Undertaker d. Buck Zumhofe; Jimmy Snuka d. Warren Bianchi. RESTHOLD.

[SUPERSTARS]: Bushwhackers d. Costello/Wallen; (UPDATE) Andre the Giant rejects Slick's bid to become his manager; Sgt. Slaughter d. Kevin Krueger; Big Bossman d. Dan Johnson but Nasty Boys/Jimmy Hart attack Bossman after, handcuff him to ropes & pummel while Mountie strolls to ring & cattle prods Bubba; Ricky Steamboat d. Ricky Rice; (FUNERAL PARLOR) Heenan & Hennig order small casket for Winston the Bulldog; Roddy Piper d. Rick Martel; Undertaker d. George Anderson. DRAW.

(LPWA) - Bad, Black & Beautiful d. Mighty Mites; Bambi/Hosaka d. Nasty Girls by DQ; Terri Power/Allison Royal d. Denise Storm/LaGata; Candi Devine/Rusty Thomas d. Misty Blue Simmes/Heidi Lee Morgan when Heidi Lee leaves Misty during match to get beat; Reggie Bennett/The Beast d. Judy Martin/Lelani Kai & Norman gets Harvey the Rabbit back; (LOUISVILLE SLUGGER) Jim Cornette w. Bad, Black & Beautiful. DRAW-PLUS.

(USWA/SYN) - [CHALLENGE]: Terry Garvin d. El Grande Pistolero by DQ; (CH. 27 SHOW) Jeff Jarrett/Robert Fuller d. Steve Austin/Tom Prichard by DQ when Tom hits ref Tony Falk w. chair; [TX LADIES TITLE] Sweet Georgia Brown d. Sweet Sherri; [TEXAS BULLROPE MATCH] Texas Hangmen d. Danny Davis/Bill Dundee when J.C. Ice tosses object for Hangmen to hide in mask; (CAGE MATCH/USWA VS TX TITLE) Jerry Lawler d. Eric Embry to win TX belt when Jeff Jarrett climbs cage & creams Embry with Tojo Yamamoto's briefcase. RESTHOLD.

[BEST OF CHAMPIONSHIP]: Prichard d. Chris Frazier; Jarrett d. Pistolero; (PIPKIN/CAGE) Eddie Gilbert vs. Embry no contest when Eddie Marlin stops match for Embry using barbed wire;

Steve Keirn d. Austin by DQ when Texas Hangmen run in & Keirn triple piledriven; (PIPKIN/BOXER VS. KARATE MATCH) Uptown Bruno d. J.C. Ice but Bruno pasted after; Gilbert/Davis d. Hangmen by DQ when dressing room empties. RESTHOLD.

SCALE: PINKALL - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale.

(PRO WRESTLING '91) - Festus d. Mad Dog Joe; Fabian d. Vortex; (LPWA/6-WOMAN) Divine/Thomas/La Gata d. Hosaka/Cheryl Russa/Sweet Georgia Brown; (CLASSIC/BRUISER'S BEDLAM) Dick the Bruiser/Calypto Jim d. Jerry Graham Jr./Don Kent; (SPORTS INJURY UPDATE) Dr. Joe Teal on knee injuries; (ANGLE) Contract signed for Ga. title match between Joel Deaton & Steve Lawler. Gordon Clements ordered Nick Busich handcuffed to Mike Servich; (INTL/PUERTO RICO) Dan Kroffat/Bobby Jagers draw vs. Batten Twins; John Michaels d. PYT Frederick. RESTHOLD.

(AWA: LOOKING BACK) - (GREG GAGNE COMEBACK SHOW): (1983) Tony Atlas d. Steve Regal; (1984/20-MAN BATTLE ROYAL); (AWA WORLD TITLE/1984) Rick Martel d. Jumbo Tsuruta to win belt. RESTHOLD-PLUS.

(IWCCW) - Vic Steamboat d. Hawaiian Hurricane; (PWI PRESS CONF.) Bill Apter w. Atlas/Tony Rumble; G.Q. Madison d. Zip; Ivan & Scott Putski d. Georgia Guerrillas; (RUMBLE SEAT) Tony w. Kevin Von Erich. BOMB-PLUS.

(LUCHA LIBRE) - [MIDGETS] Octagoncito/El Misteriosito/El Justiciero d. M.S. 1/2/El Pequeno Cobarde/Jerrito Estrada by countout; Super Astro/El Dandy/Popitekus d. Los Mosqueteros del Diablo; Lizmark/Mascara Sagrada/El Rayo de Jalisco Jr. d. Pierroth Jr./El Gran Markus Jr./Mongolian Mauler; Chicano Power Jr./Sangre Fria d. El Tauro Jr./Thunder 2 straight falls; Mascara Ano Dos Mil d. Konnan el Barbaro 2 straight falls by DQ when Konnan fouled Dos Mil. POWERSLAM.

(ALL-JAPAN PRO) - [4/22]: {ALL JAPAN/PWF WORLD JR. HWT. TITLE} Masanobu Fuchi d. Tsuyoshi Kikuchi to retain belt; Mitsu-hara Misawa/Toshiaki Kawada d. Akira Taue/Yoshinari Ogawa; (PRO WRESTLING NEWS) Jumbo Tsuruta vs. Terry Funk, Tsuruta vs. Misawa; ('91 CHAMPION CARNIVAL TOURNEY FINAL) Tsuruta vs. Hansen. DRAW.

(NEW JAPAN) - [SUPER JUNIORS TOURNEY] Jushin Liger d. Negro Casas; [TOKYO DOME] El Gigante d. Curtis Hughes; Tatsumi Fujinami/Shiro Koshinaka d. Hiro Saito/Super Strong Machine; Riki Choshu/Keiji Mutoh/Masahiro Chono d. Scott Norton/Kokina/Samoan Samu. POWERSLAM.

(USWA/WMC) - Ben Jordan d. J.R. Alzado; (From DALLAS/SOUTHERN TITLE) Embry d. Jarrett to win belt when Prichard bashes Jeff w. Tojo's briefcase during ref bump; Embry d. Freezer Thompson; (ANGLE) Ms. Texas taunts Uptown Bruno about their upcoming match, so Bruno grabs & hugs her; (PIPKIN) Gilbert d. Embry by DQ when Tony Anthony runs in. Gilbert juices; Robert Fuller d. Angus McGee; (PIPKIN) Fuller/Jarrett d. Texas Hangmen by DQ when Fuller hung over ropes; Bill Dundee d. Scorpion; (ANGLE) While at TV table, Ms. Texas KOs Bruno w. right cross; (ANGLE) Dundee challenges Embry to loser-leave-USWA match on TV & Eric wants to take it but Tojo holds him back; (6-MAN) Gilbert/Jordan/Karate Kid draw vs. Hangmen/Little Tokyo. 1st fall: Faces win when Anthony runs in. Gilbert & Anthony brawl to TV table. 2nd fall: Heels win on Tokyo's

MATWATCH

Page 4

Vol. 4, No. 19/May 13-19

pin on Kid; (PIPKIN) Keirn d. Steve Austin by DQ when Prichard runs in & the 2 double piledrive Keirn. RESTHOLD.

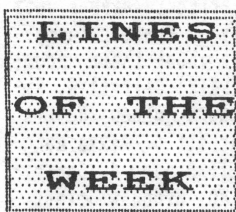
(WCW/TBS) - [POWER HOUR]: Terrence Taylor d. Joe Cruz; Simmons d. Mike Samples; Freebirds d. Terry Bronson/Tim Parker; (SUPERBRAWL C.C.) Solie reviews entire card; Nikita Koloff d. Tommy Angel; (WNN) Gordon on Paul E.-Missy Hyatt saga; (TOKYO DOME) Barry Windham/Arn Anderson d. Masa Chono/ Masa Saito; Brian Pillman d. Anderson by DQ when Windham runs in but Bobby Eaton saves, all brawl in the aisle. RESTHOLD-PLUS.

[WORLD CHAMPIONSHIP]: Pillman/El d. Anderson/Taylor by DQ when Windham ambushes Brian. Eaton saves; Steiners d. Cody Wayne/Randy Starr; Lex Luger d. Bob Cook; (SUPERBRAWL C.C.) Gordon w. entire card; [DANGER ZONE] Paul E. Dangerously w. Steiners; One-Man Gang d. Kenny Kendall; [MISSY'S MANOR] Kevin Sullivan/Gang guest. Kevin looks like Adrian Street; Ric Flair d. Kip Abey; P.N. News d. Doug Gilbert. RESTHOLD. [MAIN EVENT]: Sting/Luger d. Royal Family; (SUPERBRAWL C.C.) Solie w. entire card; (CAPTAIN'S MATCH) Steve Armstrong d. Michael Hayes but Freebirds/Dink/Page quadruple on Steve after until Tracy Smothers saves; (DANGER ZONE) Paul E. w. Eaton; Terrence Taylor vs. Ricky Morton. DRAW-PLUS.

(WCW/SYN) - [WCW PRO]: Sting/Luger d. Paul Lee/Carl Robertson; (From WWW) El Gigante surprises Sid Vicious as medic. Sid flees; El d. Jim Boss; Dustin Rhodes d. Tom Burton. Taylor ambushes Dustin, who rallies to dropkick Terrence out & Rhodes sends Curtis Hughes backing up; Simmons d. Mike Steele; Gang/Butch Reed d. Brett Sawyer/Scott Allen; Eaton d. Jeff Stone but Arn taunts Bobby on mike after. Bobby decks, chairs & rails Arn; Koloff d. Ian Weston; (SUPERBRAWL C.C.) Solie w. entire card; (LARRY Z's LEGENDS) Windham guests but Pillman runs in, decks Barry, who flees w. Larry. DRAW. [WORLD WIDE]: Results not available this week. Still need some help on this one.

(SATURDAY NIGHT WRESTLING PARTY) - Churnin' Charlie predicts Sid Vicious won't show for SUPERBRAWL match with El Gigante. The voice of Kid Vicious, Sid's little brother, threatens to eliminate Churnin'. NO RATING OFFERED.

(PORTLAND) - Bart Sawyer d. Grappler by DQ; Larry Oliver d. Mike Winner; Terri Power d. Judy Martin on reversal after Sawyer tells ref Doug Masters trips up Terri. Masters tosses Bart over top but faces save; Equalizer d. Al Madril after Al stages sit-in because Don Owen lets kids in free. Owen kicks Madril in rear in ring; Rip Oliver d. Masters by DQ; [FIESTA GARDEN] Southern Rockers give Madril hairpiece. Bruise Brothers come out to challenge Rockers. DRAW.



1. Scotty the Body, PW'91, on Scott Hudson: "I was told you had wavy hair. I wasn't told it was waving goodbye." 2. Bobby Heenan, PTW, on audience member Jamieson: "He has the only place where you have to wipe your feet to live." 3. Hawk, PTW, on Jimmy Hart: "You're just a stack of dimes with a mouth stuck on top." 4. Diamond Dallas Page/Lance Russell, WCW PRO: (DDP) "You know, Dusty Rhodes---he's pretty big in Florida." (LR) "He's pretty big anywhere." 5. Page/Russell, WCW PRO: (LR)

"Make a date with Missy on the 900 line." (DDP) "Oh, she's a call girl now!" 6. Animal/Heenan, PTW: (ANIMAL) "Last time we ate the L.O.D. Power Drink, we had two raw eggs." (BH) "And they were still in the chicken." 7. Heenan, PTW: "Virgil is living proof that George Foreman did have kids." 8. Jamieson, PTW, on being asked to leave PTW audience: "I'm not going anywhere. I've got season tickets." 9. Jerry Lawler, USWA, on Eric Embry: "I hope you have a big eraser because this guy's nothing but an obese pencil." 10. Animal, PTW, to Sgt. Slaughter: "See ya later, Baghwan."

11. Gordon Solie, PH, on Paul E./Missy: "Their juvenile minds must be corrected." 12. Randy Savage, WWF-SU: "You know what my mother said when she first saw me? Oh, yehhhh! Macho Baby!" 13. Vince McMahon, WWF-SU, on 'Whackers': "It doesn't matter to a mom whether you have teeth." 14. Dave Brown, WMC, on Embry winning Southern title: "Seems to me the briefcase should have the belt." 15. Russell, WCW PRO: "Since Stan Lane and Jim Cornette retired, or semi-retired, or pulled out of action..." 16. Sean Mooney, WWF-C: "Welcome to the Mother's Day idea center." 17. Buddy Pearson, WRESTLING PARTY, on host Churnin' Charlie: "I've seen better hair on a brillo pad." 18. Paul E. Dangerously, WCW, on One-Man Gang: "He plays Led Zeppelin records backwards." 19. Paul E., WCW, on P.N. News: "That answers my question: whatever happened to the Fat Boys?" 20. Paul E., WCW, on nightclub owner Jim Brady: "Did he ever date Missy Hyatt? If he didn't, he's one of the few."

21. Heenan, PTW, on Ex-Lax in Alfred Hayes' pocket: "Something to get him moving." 22. Sandy Barr, PORTLAND, on Don Owen kicking Al Madril in ring: "A 79-year-old man just kicked your butt."

STRONGEST COMMENTS - 1. Jeff Jarrett, WMC, on SPORTATORIUM: "This place is a dump!" 2. Eddie Gilbert, WMC: "A year ago, Tony Anthony had half of a partner in Tom Burton." 3. Paul E., WCW: "If there's a more twisted individual than Kevin Sullivan, I'd like to meet him."

QUESTIONS OF THE WEEK - 1. Heenan, PTW, on his sweatshirt: "What happens when the fog lifts? U.C.L.A." 2. Heenan, PTW, to Virgil: "Can you box? I don't mean oranges...I mean box!" 3. Paul E., PH, on Diamond Doll: "Why did I ever break up with her?" 4. Don Owen, PORTLAND, on Madril sit-in: "Do you know what happens when the cows refuse to move with the herd?"

BEST PICTURES - 1. Heenan, PTW, getting sick at Road Warriors' cooking efforts. 2. Hawk, PTW, eating worm. 3. Heenan, PTW, feigning swat at Vince's rear. 4. Animal, PTW, lifting car. 5. Piper, WWF-SU, tossing water in Martel's face. 6. WCW, Paul E. wearing catcher's mask. 7. WCW, P.N. News getting Center Stage crowd rowdy.

NICKNAMES OF THE WEEK - 1. BAGHWAN (Animal on Slaughter). 2. TWO-THIRDS OF TRIPLE-A (Heenan on Road Warriors).

ALL-CLICHE TEAM - 1. Solie, PH: "...the die is cast." 2. Ric Flair, WCW: "...to be the man, you gotta beat the man."

SAY WHAT? - Michael St. John, USWA: "USWA wrestling traveling throughout the United States AND CANADA!"

BLOOPER AWARD - USWA LEGENDS, graphic The ANGLE of Death.

BOO AWARD - INCCW, for constant rerun of RUMBLE SEAT seg w. Kevin Von Erich. The group is going to run that more than it's aired the Vic Steamboat-Tony Atlas title change.

MATWATCH

Page 5

Vol. 4, No. 19/May 13-19



THE WWF THIS WEEK:

An angle taped this week created a collision between Andre the Giant and Earthquake John Tenta, which I'm sure will lead to one of the memorable matches of 1991.

REST OF THE STORY: The buildup comes during a Mean Gene interview when Jimmy Hart comes out insisting he has a signed contract with Andre. Andre takes a year to walk 40 feet to deny it. 'Quake gets him from behind with the megaphone.

TRYOUT TIME: Dark matches in Rockford IL featured Kevin Kelly getting another look against Brian Costello and Del Wilkes (who was not called The Trooper) vs. W.T. Jones.

SNAKE EYES: Jake Roberts appears in an upcoming Funeral Parlor. He drops Lucifer into an open casket in front of Percy, who flees with a typical hilarious facial contortions.

MATCH 23: That's what it on the night for a Sgt. Slaughter-Tugboat match which was taped for either SUPERSTARS or PRIME TIME.

DOWNER NIGHT: WCW played to a horrible house last Wednesday in Birmingham AL and that was with Sting, Luger, Flair and the Steiners all on board.

COMING IN: Doug Gilbert and Johnny Rich will be coming in for some jobber matches. Rich has a TV date with Flair.

YELLOW DOG: If Dusty goes through with this character, it will be another repeat of one of his old Florida gimmicks. Talk last week was still centering around Pillman dropping a loser-leave-WCW match and returning as the Dog.

LOWLY DAYS: We've been told morale has really dipped in the WCW camp in the last three weeks. After some fair crowd flurries, attendance has dipped sharply and the guys are beginning to get restless and ask questions.

COMPARING NOTES: As of Thursday of last week, signs were the WCW vs. WWF battle in Tampa-St. Petersburg for SUPERBRAWL weekend were hurting both. Each had sold between 2,000-2,500 advance tickets (though WCW was chalking up more money for the pay-per-view show).

RECOVERING WELL: Jeff Jarrett did not miss a beat after his fiery car accident on I-40 in Jackson TN. He wrestled the next night in Memphis as he and Robert Fuller won on a DQ over the Texas Hangmen.

MONDAY IN MEMPHIS: USWA had four loser-leave-Memphis for 30 days matches, headlined by Dundee vs. Embry for the Southern title; the Hangmen vs. Fuller-Jarrett for the USWA tag belts; Steve Keirn vs. Tom Prichard in an "anything goes" match; and Uptown Bruno vs. Ms. Texas. All of them are being billed as "The Final Conflict."

ALSO MONDAY: Eddie Gilbert vs. Tony Anthony (back with much blonder hair). And in a tag opener: Danny Davis/Karate Kid took on Little Tokyo/Tojo Yamamoto.

EMBRY WINS: Embry took the USWA Southern title from Jarrett Friday night at the Sportatorium in Dallas when Tom

Prichard used Tojo's briefcase on Jarrett when ref Paul Heyman Sr. (Paul Neighbors) was decked.

SUNDAY IN LEXINGTON: In a kickboxing match in Eddie Gilbert's hometown of Lexington TN Sunday night, local kickboxing star Anthony Maness defeated Jamie Dundee in one where Jamie basically clowned.

MICHIGAN MAYHEM: Scott Summers won a 12-man battle royal finale of a Motor City Wrestling card May 4 in Gaylord MI.

ALSO IN GAYLORD: The Riot Squad retained the Midwest tag belts with a win over the Arizona Rangers and Motor City North American champ Mickey Doyle kept his belt with a win over Machine Gun Mike Kelly.

AIN'T NO HAIR LOSS: Few were expecting Konnan to lose his hair in the Lucha Libre hair vs. hair match against Mascara Ano Dos Mil last Friday. No way he's risking that with his upcoming start with the WWF.

A NEW ONE: Interesting interview with Konnan (Carlos Es-pada) in the premiere issue of the Dan Farren/Kurt Brown paper, MASTERS OF THE RING. Carlos vows never to wear the Konnan mask again. Dan calls this the first wrestling anthology newsletter, which will alternate between WRESTLING INTERVIEW, WRESTLING NOSTALGIA and Kurt's VIVA LA LUCHA. Subscriptions are \$6 per set (one issue of each in the set). Order from: DAN FARREN, 8707-D LINDLEY AVE., SUITE 212, NORTHIDGE CA 91325.

COMING OUT: Frank Dusek is coming back to the ring as a heel for his dying South Atlantic circuit. Things look grim for SAW after its announced final taping May 18.

KEEP 'EM COMING: You have all worked a miracle with our 1988 MATWATCHER OF THE YEAR Dan Gibson. Mr. G is now up and walking daily at Palmyra Park Hospital in Albany GA and I'm told he is making great progress from his stroke. He has been heartened by the many cards and calls from MATWATCHERS. Please keep the cards coming to: DAN GIBSON, 2301 DOROTHY ST., WAYCROSS GA 31501. Let's get him back on his feet.

SHANNON'S TIME: Shannon Rose, the young ring announcer for SUNCOAST PRO, hopes to have Paul E. Dangerously and a number of wrestling journalists on his PRO WRESTLING WEEKLY show Saturday at 5:30 on cable access channel 40 in Tampa. Jim Ross and Paul E. have announced definite plans to appear at the WRESTLE FAN I gathering Saturday. I regret TV station commitments here have forced me to miss this one but I will be making the CLASH in Knoxville June 12.

SCOTTY'S REVENGE: Scotty the Body recovered enough for an in-ring debut Sunday night for the PRO WRESTLING '91 tapings. Scotty will be involved in a heavy heel angle.

TEAMING UP: Scotty will be teamed with Van Hammer, who's been working in Florida for Boris Malenko and SUNCOAST PRO.

ATOMIZER: Atom Steel is the latest find for GEORGIA ALL-STAR. Atom has been training at the Georgia Academy of Demolition and Mayhem and is the brother of PW'91's Fabian.

NEW CHAMPS: Chris Walker and Fabian now have the Georgia tag belts. They won them in a phantom match in Douglas GA (Joe Pedicino has no TV in that city).

(Continued on Page 6)

WWF SAILS AGAIN; WCW SINKS BADLY

Maintaining its consistency over the past eight weeks, ALL-AMERICAN WRESTLING continued its lead in the weekly cable ratings race, followed tightly by its Tuesday night sister show, PRIME TIME WRESTLING.

But eyes will be on next week's ratings for the three WCW series on TBS after a drastic drop in the two primary outings May 4 and 5.

ALL-AMERICAN scored a 2.8 rating and 8.3 per cent share of audience in its Sunday noon slot May 5. ALL-AMERICAN increased its audience 4% over the previous week. PRIME TIME, which featured guest appearances from the Road Warriors and Virgil, rebounded to a 2.7, up 8% from the April 30 episode.

But WCW's performances are registering concerns. WORLD CHAMPIONSHIP WRESTLING, which has fallen below the 2.5 mark three consecutive weeks, dropped another 13% to an even 2.0, its lowest rating since the summer of '89 when TBS was still moving the show all over the schedule. WCW MAIN EVENT, led by an Arn Anderson-Big Josh topline, crashed from a first-place tie last week to a 33% drop. WME only registered a 1.8 rating and a 3.9 share (its all-time low was a 1.1 in 1989).

WCW POWER HOUR continued its three-week decline, falling to a 1.4 rating May 4.

CABLE

<u>Week Ending May 7</u>	<u>Rating</u>	<u>Share</u>	<u>Total Homes</u>
WWF ALL-AMERICAN (USA 5/5)	2.8	8.3	1.59 million
WWF PRIME TIME (USA 5/7)	2.7	4.1	1.53 million
WCW WORLD CHAMPIONSHIP (TBS 5/4)	2.0	5.3	1.14 million
WCW MAIN EVENT (TBS 5/5)	1.8	3.9	1.03 million
WCW POWER HOUR (TBS 5/4)	1.4	6.4	801,000

MATWATCH SUBSCRIPTIONS

U.S. RATES UNTIL JUNE 1

\$5 for 5 issues, \$10 for 11 issues, \$15 for 16 issues.

U.S. RATES AFTER JUNE 1

\$6 for 5 issues, \$12 for 11 issues, \$18 for 16 issues.

CANADIAN RATES

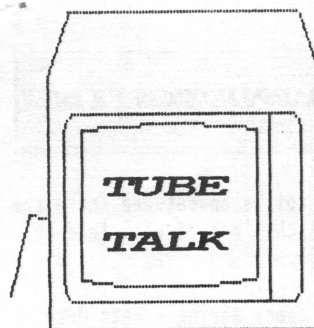
\$6 for 5 issues, \$12 for 11 issues, \$18 for 16 issues.

OVERSEAS RATES

\$9 for 5 issues, \$18 for 11 issues, \$27 for 16 issues.

(BONUS OFFER) For every 5-issue gift set of MATWATCH you give, you receive ONE free bonus issue. Same for referrals.

CHECK, CASH or MONEY ORDER to: MATWATCH, 16 ROBIN HOOD LANE, JACKSON TN 38305.



LPWA has now been cleared on WBSG/Brunswick GA, which now gives Tor Berg's group eight stations in Georgia and FloridaThe LPWA lineup should reach 42 stations by July.... Comments from Jeff Zinger lauding the Paul E./Missy stuff on the WCW Canada show but complaints over the shows continuing to be 2-4 weeks behind the U.S. sked

....PRO WRESTLING '91 taped in Lawrenceville Sunday nightSUNCOAST PRO has now expanded to cable channel 12 on Jones Intercable inside the Tampa city limits and on Paragon Cable channel 53. The shows air 2:30 p.m. Thursdays and 10 a.m. Saturdays on both for VCR owners....I'm still needing regular info on the WORLD WIDE results. This is the first time in nine years I haven't had access to that show and I would appreciate a regular contributor....My station, WBBJ-TV, has switched to WCW PRO to take advantage of Lance Russell's popularity in this region....Ed-die Gilbert had a successful show in Lexington Sunday night. Reports were of a fine turnout....Very important deliberations were held Monday and Tuesday involving the fate of an existing promotion's syndication and cable lineup. I hope to have more details in next week's MATWATCH....LPWA to tape again this weekend in Laughlin NV....UWF ran a repeat of the previous week's show on SPORTSCHANNEL AMERICA....Much good luck to Joel Goodhart on his Philly card Saturday night and I hope to see a video of it eventually....Big John Studd guested on the first hour of last Saturday's LARRY KATZ SHOW. Baltimore air personality Don O'Brien in the second hour.... I've had lots of requests from MATWATCHers to know guest lists and topics on the various radio wrestle/ talk shows a week ahead so they can get audio tapes. Joel, Larry, Tom, Rich/ Jody and Peter, I'd sure appreciate any help you could give me. The same from you, Rossie, when yours premieres June 1.

MATWATCHING

(Continued from Page 4)

FLORIDA WEEKEND: Last weekend in Central Florida, an All-Star Pro show at Indian Rocks Beach saw Denny Brown defeat Angelo Poffo and Tommy Starr win over Lanny Poffo. In a Boris Malenko/UWF show, the Dinosaur d. Nasty Ned Brady by DQ and the Rock & Roll Warrior won over Mean Mike Steele by DQ.

MATWATCH
16 ROBIN HOOD LANE
JACKSON TN 38305

FIRST CLASS MAIL
U.S. POSTAGE
PAID
JACKSON TN
PERMIT NO. 50

David Skolnick
221 Stowe Ave./#A-1
Troy, NY 12180
7/15/91

FIRST CLASS MAIL